

Amendments to the Claims:

The listing of claims will replace all prior versions, and listings of claims in the application. Please amend/cancel/add the claims as follows:

Listing of Claims:

1 - 10. (Cancelled)

11. (Previously Presented) A sign holder for a merchandise display shelf having a generally horizontally extending shelf member for receiving and supporting merchandise to be displayed and a downwardly depending lip member, said sign holder including a sign-receiving element and a mounting element mountable to said shelf member, and a resilient bead of flexible material interconnecting said sign-receiving element and said mounting element of said sign holder wherein

said mounting element including a planar mounting panel including a rear face, a front face, an upper edge and a lower edge, and a planar reverted element having a front face, a rear face, an upper edge, and a lower edge, said upper edge of said reverted element being interconnected with said upper edge of said mounting panel by a U-shaped bight portion, said rear face of said reverted element extending in spaced relation to said front face of said mounting panel, the height of said mounting panel between said upper and lower edges of said mounting panel being a multiple of the height of said reverted element between said upper and lower edges of said reverted element;

said sign-receiving element comprising a transparent body panel having a front face, a rear face, and upper and lower spaced edge portions, a flap extending behind, and in spaced parallel relation, to said rear face of said body panel from each of said upper and lower body panel edge portions, said flaps each

comprising front and rear faces, a terminal free edge portion and a bight portion integrally connecting said flap to said body panel at a respective body panel edge portion, said front face of each of said flaps together with said rear face of said body panel defining opposing, aligned, upper and lower sign-receiving channels; and said resilient bead of flexible material being connected between said rear face of said upper flap of said sign-receiving element and said front face of said reverted element of said mounting element to enable said sign-receiving element to move relative to said mounting element upon impact.

12. (Previously Presented) The sign holder as claimed in claim 11, wherein said body panel of said sign holder has a vertically extending height between said bight portions with a mid-point, and said flexible bead is connected to said upper flap at a point above said mid-point of said body panel.